



**POLICY NUMBER: D10**

**POLICY TITLE: NAMING OF COLLEGE ASSETS**

**EFFECTIVE: SEPTEMBER 17, 2025**

**LAST REVISED:**

**REFERENCE (MOTION): 510.OC.09.17.6.2**

## **1. PURPOSE**

The purpose of this policy is to provide a clear framework for consideration of named recognition of Mohawk College assets. This policy establishes criteria to be considered to request, approve and manage named recognition. Named recognition under this policy includes recognition for donors and non-financial naming opportunities (honorific recognition). It is intended to support the efforts of the Mohawk College Foundation in their work with the community and donors. While all assets (both tangible and intangible) are owned or occupied by Mohawk College, this policy guides the activities of the Mohawk College Foundation to fund and support the College and the enhancement of the College's assets.

The naming of an institution's assets is significant for several reasons:

- The choice of person or corporation selected for this recognition reflects how Mohawk College perceives itself and its mission, vision and values.
- Mohawk College's assets available for naming are limited in relation to the number of individuals or corporate partners eligible for naming recognition. As such, the College must be thoughtful in its approach to offering naming opportunities.
- Names are attached to an asset for a period not to exceed 30 years. Special care must be taken to ensure consistency in the tribute paid by Mohawk College to its employees, honourees, benefactors and other meritorious persons who are recognized in this fashion.

This policy has been adopted as a means of ensuring that the above reasons and the process and principles that guide the naming of College assets are clearly articulated, understood and uniformly applied by all involved parties.

## **2. APPLICATION AND SCOPE**

This policy applies to the proposed naming of all Mohawk College assets, tangible and non-tangible, whether existing or proposed, to be recommended to the College's President by the Foundation.

### **3. DEFINITIONS**

**“Honorific Recognition”** are non-financial naming opportunities which may be considered to recognize individuals or entities who have made exceptional contributions to Mohawk College through service, leadership, academic excellence, or community impact.

**“Intangible Assets”** includes, but is not limited to:

- a) Academic units (faculties, departments, schools, centres, libraries, etc.);
- b) Academic programs within a unit, or apprenticeships;
- c) Endowed professorships, fellowships, scholarships, bursaries, apprenticeships, internships, etc.;
- d) Administrative posts (Chairs, Directors, etc.);
- e) Events – both academic (conferences, symposia, lectureship) or non-academic (student orientation, athletics, or other extracurricular activities);
- f) Student services or other College services; and
- g) Digital Assets for recognition purposes where physical assets do not exist

**“Tangible Assets”** includes, but is not limited to:

- a) Building and parts thereof (wings, laboratories, study rooms, foyers, etc.);
- b) Collections of books, archives, art, or other cultural materials;
- c) Equipment;
- d) Open spaces on campus (gardens, roads, fields, etc.); and
- e) Other natural feature or physical improvements.

### **4. PRINCIPLES**

The recommended naming of College assets must conform to the following principles:

- a) Each naming should enhance the mission and priorities of the College while preserving the College’s integrity and academic freedom.
- b) Naming of academic units and programs shall not impede the College from altering and advancing its academic and research priorities.
- c) Buildings, academic units and programs can be named after individuals, corporations, foundations and associations.
- d) All entities that are eligible for named recognition must be of sound reputation in line with Mohawk College’s mission, vision and values.
- e) No commitment (verbal or written) shall be made by a member of the College or the Foundation to any person or corporate representative without the prior written approval of the College’s President.

### **5. RULES**

#### **5.1 Naming Authority**

Authority for the approval of the naming or renaming of College assets is vested in the President of the College per Mohawk College Board of Governors Policy C01 –

Delegation to the President. Section 6 of this policy outlines the consultative process required in naming College assets.

The authority to approve and enter into naming agreements rests solely with the President of the College. No member of College staff, the Mohawk College Board of Governors, or the Mohawk College Foundation Board of Directors is authorized to make, imply, or enter into any verbal or written commitment, agreement, or understanding regarding naming rights on behalf of the College, unless expressly delegated in writing by the President.

## **5.2 Confidentiality**

All naming proposals, whether to honour a benefactor or other person, shall be dealt with in the strictest of confidence by all involved in the process until the naming is publicly announced by the College.

## **6. PROCESS**

- 6.1 Naming recommendations may originate from any member of the Mohawk College community. Members shall forward their recommendation in writing to the Vice President, Advancement & Alumni Engagement.
- 6.2 Non-financial naming opportunities may be considered to recognize individuals or entities who have made exceptional contributions to Mohawk College through service, leadership, academic excellence, or community impact. These may include:
  - Distinguished faculty or staff upon retirement
  - Alumni with notable achievements
  - Community leaders or partners with longstanding support
  - Individuals whose legacy aligns with the College's mission, vision, and values
- 6.3 The Vice President, Advancement & Alumni Engagement will evaluate the proposed naming and, if it is deemed worthy of further action, may seek the written opinion of the Mohawk Executive Group, Vice-President (Academic), Deans, or other appropriate members of the Mohawk College community on the merits of pursuing the proposal.
- 6.4 The Vice President, Advancement & Alumni Engagement will consult with the Chief Financial Officer to determine the tax receipting eligibility of donations associated with naming rights prior to proposing a naming proposal to the President of the College. This shall not apply in the case of honorific recognition.
- 6.5 Once these opinions have been received, the Vice President, Advancement & Alumni Engagement shall submit a written proposal supporting the case for the naming and make a recommendation to the President of the College.

Naming Proposals shall incorporate the principles set out in Section 4 (Principles) and be prepared in accordance with Section 7 (Contents of Naming Proposals) of this Policy. This proposal will include the opinions of any interest holder that has been asked to provide a written opinion on the proposed naming, though it is not required that the opinions be unanimously supportive.

- 6.6 The President of the College, once satisfied that the Naming Proposal conforms to this Policy and that the recommendation is deserving of support, may grant approval to the naming by delegated authority from the College's Board of Governors.

If for any reason a circumstance should arise where the President in his or her opinion, deems that a proposal to name should be brought forward to an alternate authority for further review, the proposal to name will be presented accordingly.

## **7. CONTENTS OF NAMING PROPOSALS**

All naming proposals must be in writing.

- 7.1 Honoric naming proposals must contain the following information:

- a) a clear description of the naming being proposed;
- b) a summary of the merits of the person or entity to be recognized to ensure consistency with the objectives of this policy;
- c) a clear indication of the importance of the naming to the College;
- d) the proposed duration of the naming and its short/long term implications;
- e) the implications of the particular naming proposal for other naming opportunities associated with the asset, where relevant;
- f) provisions for any future naming of the asset, especially if the asset may be eventually replaced or significantly altered in its form, nature or use;
- g) the level of support for the naming proposal within the unit involved; and
- h) the appropriateness of the timing of the naming (i.e., for recognition purposes, the naming is in recognition of a retiree or someone recently deceased, etc.).

- 7.2 Naming proposals associated with benefactors, in addition to all elements outlined in section 7.1, should be supported by appropriate parties and must also contain:

- a) a statement to the nature and impact of the gift warranting named recognition;
- b) the significance of the gift as it relates to the success of the project/program;
- c) a statement of the gift and the expected schedule of payment;
- d) a statement from the Chief Financial Officer outlining the tax receipting implications of the gift; and

- e) a provision dealing with the contingency that the gift is not received in accordance with the terms outlined in the gift agreement.

All donations associated with naming opportunities shall adhere to the Mohawk College Donations Policy.

## **8. RECOMMENDATIONS FOR NAMING AND RENAMING OF COLLEGE ASSETS**

- 8.1 Recognition is provided upon the completion of a gift agreement and receipt of a minimum of 50% of the pledged commitment.

Notwithstanding the above, under exceptional circumstances, the President may consider exceptions to the minimum percentage of pledged commitment required.

- 8.2 A naming will normally be for the useful life of an asset, not to exceed 30 years. If an asset must be replaced or significantly altered in its form, nature or use, the College reserves the right to rename the asset; however, recognition of earlier donors and honourees shall continue where appropriate.

Notwithstanding the above, the College may consider granting a naming opportunity in perpetuity under exceptional circumstances.

- 8.3 As all assets are named for a limited period of time; the College reserves the right to rename the asset on the expiration of that time.
- 8.4 A proposal to rename an asset or to add a second name shall adhere to the same procedures and criteria for naming set out above.
- 8.5 When an asset is proposed for renaming, reasonable efforts will be made to inform the original honouree or benefactor in advance. If the appropriate party is deceased, reasonable efforts will be made to inform the next of kin.
- 8.6 The Mohawk College Foundation shall maintain an inventory of College assets eligible for naming including the value of the donation required if not an honorific naming. This list shall be reviewed annually for naming opportunities. See Appendix A for a template of suggested values for assets to be named.

## **9. TERMINATION OR REVOCATION OF NAMING**

- 9.1 The Foundation will recommend that Mohawk College retain the discretion to revoke a naming where, in the opinion of the President of the College, on behalf of the College community, retention of the name would be detrimental to the reputation of the College and community. Authority to revoke a naming resides with the President of the College.

## **10. PLAQUES AND SIGNAGE RECOGNIZING NAMING ASSETS**

- 10.1 Plaques and other signs shall be of generally uniform design and contain the name of the honouree or benefactor and, may or may not include the date of dedication, or the date on which the project was substantially completed.
- 10.2 All plaques and signage are subject to Mohawk College's 'Corporate Brand Adherence Policy'. The size and placement of plaques and signage shall be determined by College staff and shall be proportionate to the value of the donation, where applicable.
- 10.3 Recognition of honourees or benefactors associated with named assets may be commemorated on physical or digital donor walls, as appropriate. All donor walls, including descriptions, named listings and other details, are subject to approvals by the President of the College.

## **11. RECORDS**

The Mohawk College Foundation shall keep a complete record of all Named assets and related documents and shall be responsible for maintaining and updating information of those named assets.

## **12. LEGAL REVIEW**

The Vice President, Advancement & Alumni Engagement of the Foundation will ensure Naming proposals, gift agreements, deeds of donation and other relevant documentation relating to the naming of a Mohawk College asset or changes made to any Naming are reviewed by appropriate Legal Counsel, as necessary.

## **POLICY REVIEW DATE**

Review by the Vice President, Advancement & Alumni Engagement Development  
Attestation – N/A  
Next Review – April 2028

## **13. ATTACHMENTS**

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## **14. SPECIFIC LINKS**

[CS-1006-2007 Donations Policy](#)

[SS-3300-1978 Corporate Brand Adherence Policy](#)

[D09 Partnerships, Sponsorships, Strategic Alliances & Philanthropic Gifts](#)



### **Naming Matrix: Appendix to the Naming of College Assets Policy**

A naming opportunity matrix is a structured framework that outlines various naming opportunities at Mohawk College, along with associated financial contributions required. The naming matrix is a guideline for naming opportunities with associated values and will be adjusted as necessary for different campuses, program needs, and changing values.

<b>Naming Opportunity</b>	<b>Contribution Range</b>	<b>Details</b>
New Campus & New Buildings	\$5,000,000 +	New campuses, creation of new buildings.
Existing Buildings & Centers	\$1,000,000 +	Entire buildings, with value determined based on size and significance
Academic Units/Programs	\$1,000,000+	Faculties, schools, libraries, programs within a unit
Faculty Chairs and Endowments	\$1,000,000 +	Research and teaching
Learning Commons, Healthcare Labs, Eng Tech Labs, Skilled Trades Labs	\$500,000 +	Research, student learning resources
Lobbies & Atriums	\$250,000 +	High traffic areas within key buildings
Outdoor Spaces	\$100,000 +	Outdoor gathering spaces, roads, etc.
Lecture Halls, Classrooms & Labs	\$50,000-\$100,000 +	Individual learning spaces
Residence Halls & Housing Facilities	\$100,000 +	Student living accommodations
Endowed Scholarship	\$50,000+	Opportunity to name scholarship and select program of choice
Study Areas, Gathering Spaces & Program Spaces	\$50,000+	Community engagement, student life spaces
Named Scholarship	\$12,500 +	Opportunity to name scholarship and select program of choice